

P-1: Statewide Media Campaign: “It’s the Truth. It’s an Outrage.”

Venue: Statewide

Goal: Preventing Initiation of Tobacco Use

Sponsoring Organizations: Delaunay-Phillips, Sedgwick Road, MWW Savitt, Gilmore Research, and Department of Health (DOH)

Abstract: The Department of Health (DOH) launched a statewide media campaign in October 2000. The purpose of the campaign was to convince youth not to start using tobacco, or – if they are already experimenting – to stop. The campaign was designed based on input from more than 100 youth in 16 focus groups held in urban and rural regions across the state. Campaign components included four primary television commercials, four radio ads, collateral marketing materials, a website, and campaign extension efforts (such as “Unfiltered”). Telephone surveys of youth were completed in early 2001 to assess campaign awareness and impact of TV and radio ads. About 90% of youth interviewed had seen at least one of the commercials, and 90% of those who had seen commercials said that the commercials gave them good reasons not to use tobacco. Radio ad recall was lower. Campaign awareness and effect was similarly distributed among older and younger youth, both males and females. The most visually graphic television ads (Debi, Artery) appeared to have the greatest impact among youth.

Recommendations: Ongoing focus group review of themes and content should be conducted to ensure that the campaign messages and images remain “on target” for the purpose of the campaign and for the appropriate audience. Monitoring of campaign awareness and impact, including among sub-groups, will continue.

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